

MEDIA ADVISORY

DEPARTMENT OF PUBLIC WORKS

FOR IMMEDIATE RELEASE
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WHEN WINTER WEATHER STRIKES, INDY SNOW FORCE STRIKES BACK *Mayor Ballard and DPW Director announce major improvements to city's snow plan*

INDIANAPOLIS – Mayor Greg Ballard and DPW Director David Sherman will announce enhancements to the city's snow removal plan as they begin a comprehensive effort to educate residents of the enhanced service they can expect in the 2009/2010 winter snow season. "Indy Snow Force," the city's updated snow operations program boasts several major improvements and adds muscle to the previous snow operations plan.

Following the announcement, residents and businesses are invited to enjoy refreshments courtesy of program sponsors including; Au Bon Pain, Coke, Papa John's, Dunkin Donuts and others. Participants will also have the opportunity to visit education booths facilitated by IndyGo, State Farm Insurance, Knozone and other partners to learn winter weather preparedness tips and more. Educational information will include giveaways, raffle opportunities and other fun activities.

WHEN: Thursday, November 12, 2009
10:30 a.m. – 12:00 p.m.

Rain date: Friday, November 13, 2009
10:30 a.m. – 12:00 p.m.

WHERE: Downtown Monument Circle
(South half)
Please note that Monument Circle will be closed south of Market Street, including the south spoke of the Circle.

DPW prepares year round to handle the onslaught of winter weather. Effective snow and ice control planning includes, but is not limited to, updating policies, procedures and routes; inspecting and repairing equipment; training drivers and laborers; ensuring an adequate salt supply; and coordinating efforts with school transportation officials.

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